

Appendix C

SEGMENT BROCHURE

## Best Available Copy

# NARUS Solutions for Transport Service Providers



### NARUS Solutions Enable Providers to:

- Maximize profitability by guaranteeing full revenue assurance
- Implement an out-of-the-box solution supported and evolved by the market leading supplier
- Profitably deliver new and differentiated service offerings
- Achieve profitable growth by intelligently managing customers, services and business models
- Optimize capacity planning and network infrastructure investments

#### NARUS Billing Mediation Solutions

- Burstable Bandwidth – 95%ile
- Real-time Threshold Bandwidth
- Content Delivery

#### Dynamics of the Transport Services Market

The non-stop growth of the Internet is driving ever increasing demand for bandwidth. To support this demand, service providers are rapidly building global networks based on Internet Protocol (IP) technology.

As bandwidth becomes commodity, the delivery of high-margin enhanced services becomes a competitive necessity.

#### Meeting Market Challenges

To maintain their competitive edge, transport service providers recognize the need to extend traditional wholesale bandwidth business models with value-added service offerings to drive profitable growth.

Previously, however, service providers lacked the business infrastructure capabilities necessary to collect, process, and apply granular IP usage data in billing and decision support applications.

Effective Internet Business Infrastructure (IBI) Solutions from NARUS facilitate the inevitable shift from a focus on commodity services such as access, bandwidth, hosting, etc. to a focus on delivering and billing for differentiated, enhanced services.

  
NARUS™



*and solutions throughout our network, we will be able to leverage our next-  
s, such as usage-based billing, and provide our customers with a suite of*

### ● Real-time Threshold Bandwidth

With the NARUS Real-time Threshold Bandwidth Solution, service providers can go beyond 95th percentile burst-mode billing and offer tiered plans for burstable bandwidth on-demand. Using the real-time capabilities of this solution, service providers can accurately track "bursty" traffic usage in very small aggregation intervals. Such flexibility and control over billing enables service providers to significantly increase revenues by billing for the "true value" of connectivity services rendered.

Some examples of NARUS Billing Mediation Solutions capabilities include:

- Pricing plans based on usage not exceeding a fixed bandwidth limit
- Tiered pricing plans based on usage above a fixed bandwidth limit
- Pricing rate changes for usage that bursts above a set threshold
- Averaged pricing plans that discount some upper limit of usage (e.g. 95thile)

### ● Content Delivery

The NARUS Billing Mediation Solution for Content Delivery opens a new set of revenue opportunities. This solution employs NARUS' unique capabilities for capturing application and service usage information critical to implementing value-based billing mediation.

Billing Mediation for Content Delivery includes Web transactions, streaming media transfers, IP telephony events, etc. Service providers can now gain a competitive advantage by capturing the value of premium services offered.

Service providers, for instance, can create billing plans for streaming video of an international sporting event not available through local media outlets or they can charge business users for delivering distance training.



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## NARUS Internet Business Infrastructure Solutions

Decision Support  
Service & Application Intelligence  
Billing Mediation  
Differentiated Services

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## ● Powering the Service-Driven Business

In this incredibly dynamic world where technology is continuously creating new opportunities, service providers must have the capability to create business models that can profitably deliver the value of services being offered. But creating valuable services requires a business infrastructure that provides complete visibility into customers' behavior and preferences in real time. With this capability, service providers can recognize trends ahead of their competitors, and have the means of deploying new services and applications that take advantage of these opportunities immediately.

NARUS IBI Solutions provide the tools necessary to respond to a rapidly changing market—to satisfy customers and improve the bottom line.

To learn more about NARUS solutions and services, visit the NARUS Web site at <http://www.narus.com>.